

Changes Told Three Staff At Shell Plant

Three staff changes in Shell Chemical Co.'s Synthetic Rubber Division, headquartered at Torrance, have been announced.

T. E. Starr, technical salesman at Lakewood, Calif., has been named resident technical

man in Baltimore. P. W. Shaffer, formerly of the sales development department at Torrance, has succeeded

ed Starr.

M. D. Domenick, sales analyst in the division office at Torrance, has been appointed technical salesman at Cleveland.

Shaffer joined Shell in 1955

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THE TORRANCE HERALD

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at the Torrance plant, serving as a chemist and technologist until he was named to the technical sales force early this year.

Starr has been with Shell since 1957, while Domenick started with the company in 1955. Both have backgrounds as chemists.



FIRE CAMPAIGN... Torrance Fireman Arnold Eigenheis explains manner of reporting fires to Mrs. William Peralta, 5022 Halison, as members of the department open campaign to inform persons throughout the city about the proper way to contact the Torrance Fire Department. Emphasis of the campaign is being placed in areas served by out-of-city telephone exchanges and post offices. (Herald Photo)

Firemen Launch Campaign To Aid in Emergency Calls

An all-out campaign to overcome the confusion existing because Torrance is served by several post offices and at least three different telephone exchanges has been launched by members of the Torrance Fire Department.

In a house to house campaign among residents living in areas served by the Frontier, Davenport, and Davis telephone exchanges, the firemen are distributing small stickers giving emergency phone numbers to be called for fire or police assistance.

A LETTER accompanying the stickers outlines the problem of calling the operator in the non-Torrance exchanges. "The area in which you are

residing is served by the Gardena telephone exchange as denoted by the prefix of Davis," the letter to North Torrance area residents states.

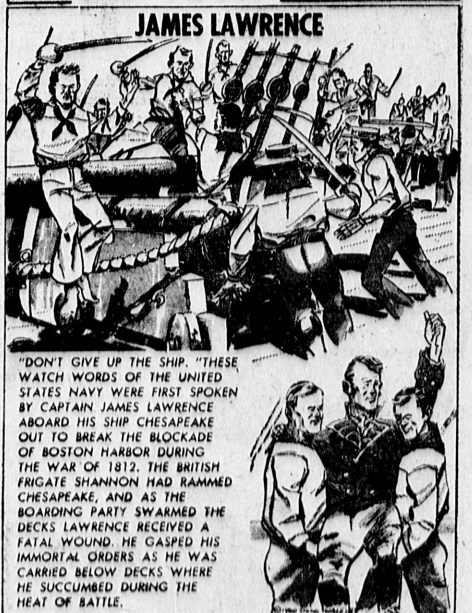
"Should you dial Operator to report a fire, your call would be transmitted to that community," the letter explains.

THE EMERGENCY number for reporting fires anywhere within the city limits of Torrance is FAirfax 8-3131, Chief J. J. Benner explained. Business calls to the department may be placed at FA 8-3366.

Questions of the firemen regarding the campaign should be directed to Bn. Chief Robert Lucas through the business phone, Chief Benner said.

SELL IT CLASSIFIED
FA 8-4000

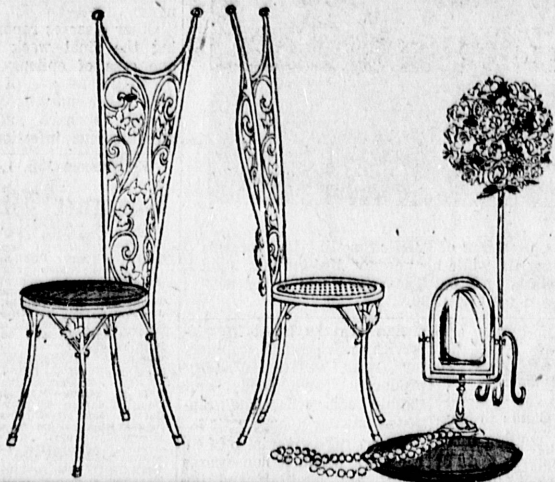
KNOW YOUR NAVY



"DON'T GIVE UP THE SHIP. THESE WATCH WORDS OF THE UNITED STATES NAVY WERE FIRST SPOKEN BY CAPTAIN JAMES LAWRENCE ABOARD HIS SHIP CHESAPEAKE OUT TO BREAK THE BLOCKADE OF BOSTON HARBOR DURING THE WAR OF 1812. THE BRITISH FRIGATE SHANNON HAD RAMMED CHESAPEAKE, AND AS THE BOARDING PARTY SWARMED THE DECKS LAWRENCE RECEIVED A FATAL WOUND. HE GASEPED HIS IMMORTAL ORDERS AS HE WAS CARRIED BELOW DECKS WHERE HE SUCCEEDED DURING THE HEAT OF BATTLE."

WE INVITE YOU TO USE OUR
BABY SITTING SERVICE
We have reliable and experienced adult women to care for your children, invalids or elderly people daytimes or evenings.
Per Hour 1.00
Week-end - Vacation (every 24 hr.) 12.00
New Baby Cases - per day 12.00
Transportation 50c
Call Between 8 a.m. and 6 p.m. —
Davis 9-4462
A & M BABY SITTERS REGISTRY - AGENCY
15605 Alkinson Ave. Gardena
(SERVING THIS COMMUNITY SINCE 1953)

the akron



Hand Fashioned Hi-Back Chairs of Italy

- grand entrance, old world charm meets the western home... and such extraordinary metalwork in these stately sitters!
- soaring 48 inches high... interlaced with a slim network of branches and ivy leaves
- italian elegance in the dining area... as a good-looking occasional chair... before a dressing table... on a cool terrace... and imagine them in colorful pairs!
- finished in white, pink, gold, or blue... and we also include the bright pillow!

19.99

sorry, no mail orders



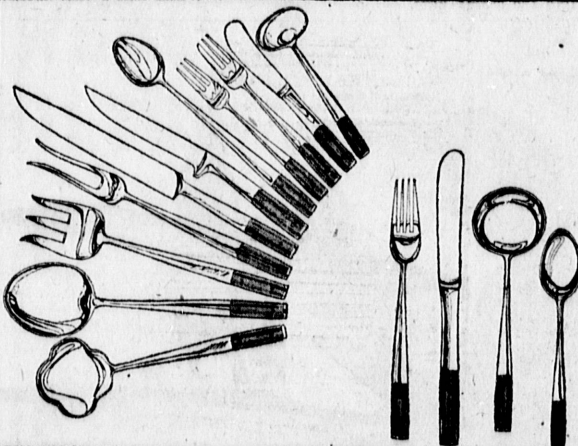
Sale of 12-inch Stereo Albums



- now hear this... the amazing realism of true stereophonic sound!
- new 12-inch long-playing albums... tribute to charlie barnet... the glenn miller mood... midnight in paris... the dorsey touch... the soul of spain
- big band cha-cha-cha... pal Joey... flamenco... holiday in rio... the swinging 30's... dixieland... hawaiian luau... the moon is blue... and dozens more!
- music in your life... superbly interpreted and recorded in stereo... and pressed to sell at 2.98!

79c

sorry, no mail orders

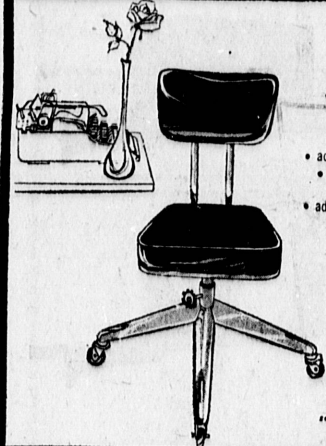


Teak-Handled Siamese Bronzeware

- golden bronze, precious and shining... with handles of magnificent teak
- the combination equ... beauty and awe-inspiring craftsmanship... welcome the exotic place setting to your table!
- four matching pieces... knife, fork, teaspoon, tablespoon... seeing is believing!

2.99

4-pc. place setting... 2.99
butter knife 79c
sugar spoon 79c
iced tea spoon 79c
cocktail fork 79c
cake fork 79c
steak knife 1.19
carving knife 1.89
salad serving fork 1.89
salad serving spoon 1.89
gravy ladle 1.89
sorry, no mail orders



Adjustable Steno Chair

- posture-perfect!... a sturdy sitter for home or office... it fights backaches three ways!
- adjustable up-or-down
- adjustable forward-or-back
- adjustable high-or-low back
- leatherlike cover in green... well-padded seat and back
- on easy-roll casters
- \$25 in office equipment stores

13.99

sorry, no mail orders

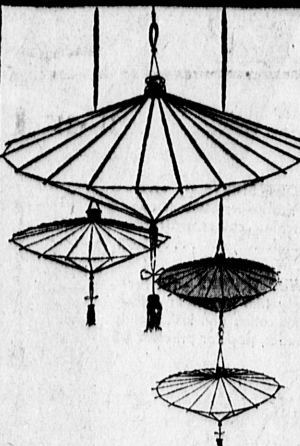


7x35 Wide Angle with Center Focus

- wide angle... giving you twice the view of the average pair, 500 ft. at 1000 yards!
- finger-tip center focusing
- deluxe lens coatings for sharp images
- 4 clamped prisms, dust and moisture resistant

15.99

plus \$4 for pigskin case
sorry, no mail orders

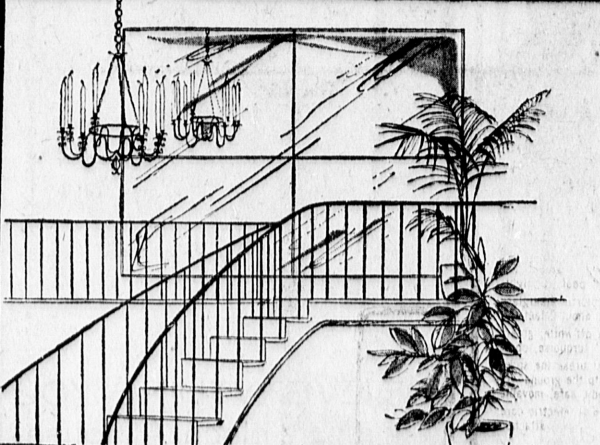


20" Shoji Lanterns

- japanese lanterns of rice paper, ribbed with lacquered bamboo
- they surround an ordinary light socket... with glamour
- hang one singly or in dancing duos and trios
- collapsible... they can just fold away
- in white, green, mustard, orange, blue

69c

sorry, no mail orders



Belgian Crystal Mirrors

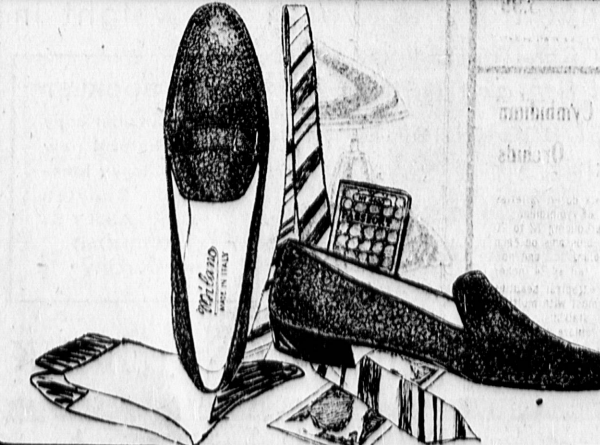
- look into beauty... unframed mirrors of deluxe crystal from Belgium... shining, sparkling, triple-strength!
- new light and color and spaciousness... use one singly or group them in splendid pairs and trios
- cheer a bare wall... above a chest... on doors... topping a table... watch it smile back at you!
- polished edges... electro-plated copper backs to resist chipping, scratching, distortion
- reflecting your good taste... and now look into these low prices:

3.99

5.99

7.99

• decorator frames available here too!
sorry, no mail orders



Sale of Men's Shoes from Italy

- now at the lowest price ever!
- spring in your step... in continental footwear at its finest!
- casual elegance from Italy... in a selected leather which is supple and flexible as a slipper
- the accent is on the narrow silhouette, with just a hint of moccasin... and you may choose the buckled or conventional design
- subtly grained leather... in a gentleman's choice of black or brown
- sizes 7 thru 12 (half sizes too)
- akron regular 4.99 pr.

3.99 pr.

sorry, no mail orders



Famous-Name Denim Slacks

- from america's best-known menswear maker (don't tell a soul!)
- casual slacks in versatile wash-and-wear denim cotton... long-lasting, wrinkle-free, good-looking!
- masterfully tailored in a cool minichick fabric... so wise for your easy hours!
- summery colors, too... choose your pair in tan, cactus or pale blue
- sizes 28-42
- reg. 4.95 pr.

1.99 pr.

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